



WHEATON



URBAN DISTRICT

November 2023
Wheaton Urban District Advisory Committee Presentation



Wheaton UD

- RSC Director | Luisa F. Cardona
- WUD Program Manager | Crystal Ruiz
- Public Relations Specialist | Sidney Cooper
- Red Shirts | Clean & Safe Team





Wheaton UD

- Clean and Safe Staffing – WUD worked with OHR to complete the hiring of 3 positions. We continue to work on the hiring for the remaining 3 positions.
 - Clean Team Supervisor - Interviewed and made offer to new
 - PSW II (3 open positions) - Interviewed and made offers to fill 2 out of 3 Public Service Worker positions.
 - Safe Team Supervisor (1 open position) - Will be posted in next 30 days
 - Public Service Aide (1 open position) - Will be posted in next 30 days
 - We have 1.7 positions in lapse.





FY24 Overview

- 469 of Trash and Recycle Bins Picked Up Weekly
 - Trash - 23,000 lbs in October
 - Recycle – 7,000 lbs in October
- 60% of time spent on other clean up tasks
- \$196,326 Funds Invested in Landscaping/Placemaking FY23





FY24 Overview

- 8 Safe Team Members (down 2)
- Implemented daily tabling outside the building to increase visibility
- 237 contacts per month
- 24 outreach events in the last 3 months
- Conduct bi-monthly lighting surveys for the entire UD

CLEAN & SAFE TEAM

The Wheaton Clean & Safe Team provides a safe and inviting environment for the residents, businesses and community within the Central Business District.

HOTLINE: 240-777-8120
www.wheatonmd.org

CLEAN & SAFE TEAM MEMBERS:

<p>Patrol downtown to ensure a clean and safe environment</p>	<p>Offer "buddy escorts" to and from parked vehicles and other locations</p>	<p>Provide information and directions</p>
<p>Recycling</p>	<p>Respond to emergency situations and contact the appropriate agencies</p>	<p>Provide jump starts and vehicle assistance</p>
<p>Maintain landscaping and planters</p>	<p>Routine business visits</p>	<p>Clear sidewalks of snow and debris</p>



Upcoming Projects

1. Ennalls Alley painting/striping/signage
2. Marian Fryer Plaza railing (Required by Risk Management)
3. Viers Mill Rd fence restoration
4. Georgia Ave fence restoration
5. Trash can liner replacement
6. Veterans Park ADA curb cut installation
7. Leafing, leafing, leafing
8. WSSC road restoration (2600 University Blvd)
9. Update to safe team reporting to increase contacts, increase contacts, and improve follow-up





FY23/24 Programming

- St. Patrick's Day
- Juneteenth (*partner*)
- Caribbean American Heritage Festival (*partner*)
- Spring Fling
- TGIF – Powered by Chuck Levin
- TGIF Encore in honor of HHM
- Wheaton Arts Parade (*partner*)
- HalloWheaton
- HalloWheaton Bar Crawl
- Looking Forward:
 - Small Business Saturday (Nov)]
 - Public Rental
 - Seasonal Décor and Banners
 - Taste of Wheaton
 - Small Business Week (April)
 - Website Re-Design





Social Media

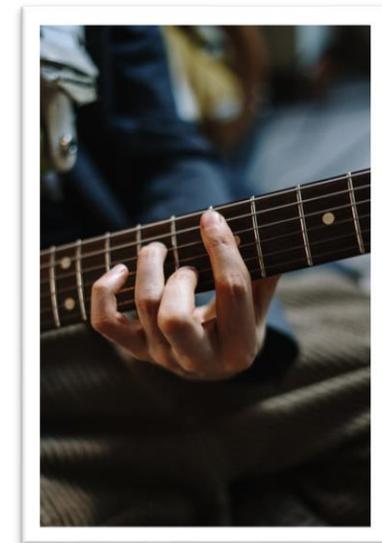


Facebook & Instagram
Jan-November 2023



FY24/25 Goals

- Increased use of public rentals and WCAP
- Increased social media presence
- New/updated website
- Increased partnerships
- Securing sponsorships
- Streetery - finding alternative funding
- Childcare facility (RFP out)
- Retail space – build out in CIP, Approx. \$4million





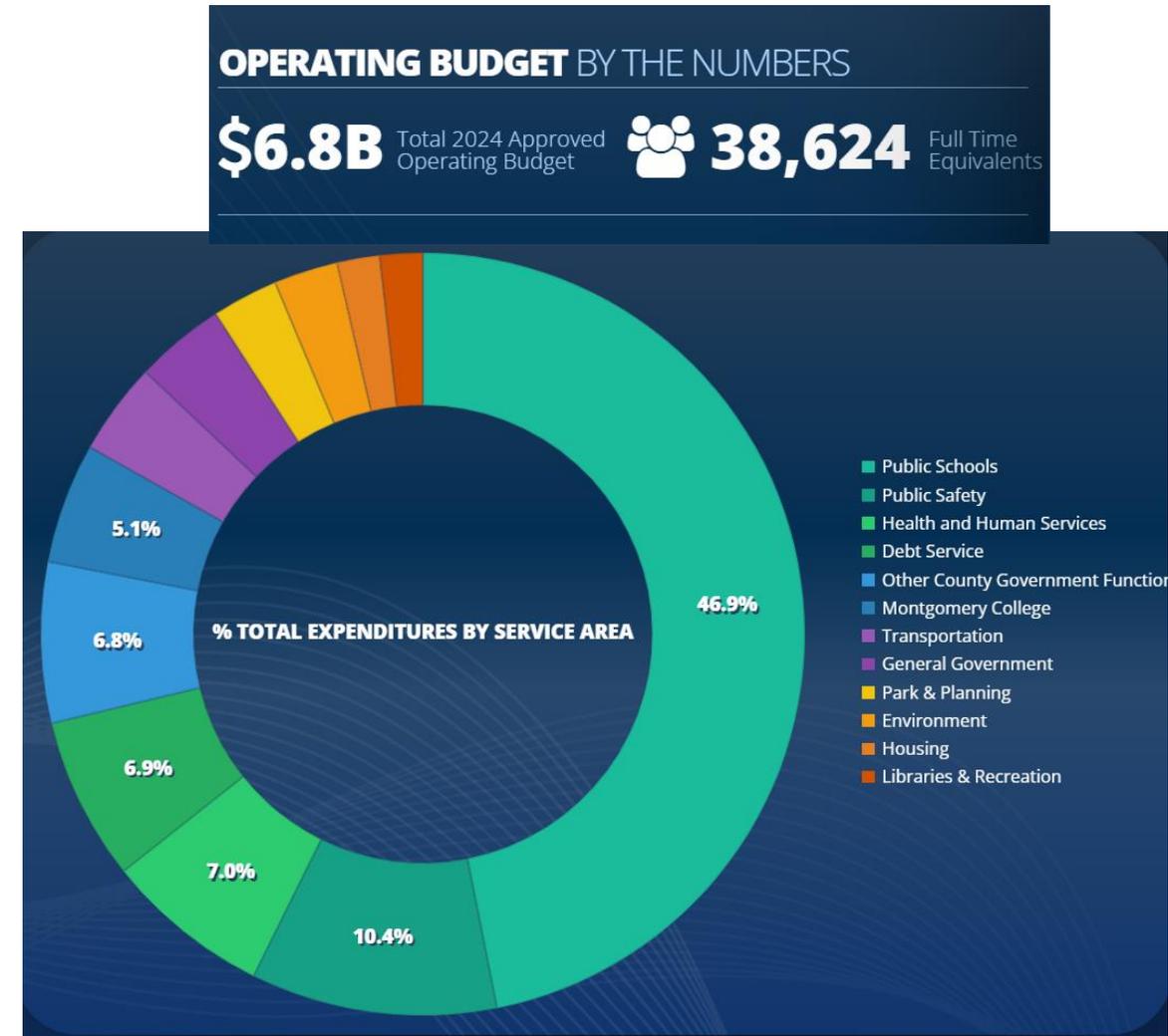
Budget

	Actual FY22	Budget FY23	Estimate FY23	Approved FY24	%Chg Bud/App
URBAN DISTRICT - WHEATON					
EXPENDITURES					
Salaries and Wages	\$1,290,288	\$1,384,792	\$1,330,014	\$1,408,224	1.7%
Employee Benefits	\$475,818	\$503,819	\$473,143	\$506,523	0.5%
Urban District - Wheaton Personnel Costs	\$1,766,106	\$1,888,611	\$1,803,157	\$1,914,747	1.4%
Operating Expenses	\$1,069,268	\$1,173,821	\$1,227,155	\$1,172,135	-0.1%
Urban District - Wheaton Expenditures	\$2,835,374	\$3,062,432	\$3,030,312	\$3,086,882	0.8%
PERSONNEL					
Full-Time	22	22	22	23	4.6%
Part-Time	1	1	1	1	0.0%
FTEs	22.7	24.7	24.7	24.7	0.0%
REVENUES					



Mandatory Reduction

- 3% of General Operating
- **-\$78,730** request for WUD
- Compared to **-\$12,988** for Bethesda and **-\$27,668** for SS
- A reduction impact narrative was submitted to OMB with a focus on inequity of impact.





Budget Request

- Many budgetary constraints.
- Focused on maintaining current services
- Aligned asks with Silver Spring





Budget Request

\$50,000 – Events, Marketing, and Promotions &

\$200,000 – Streetscape Maintenance

Reasoning: Materials and service cost have increased by more than 20% since the pandemic (sidewalks, fencing, porta johns, tents, concrete, plants ect.)

\$25,000 – Lighting/Facade

Reasoning: This is the chargeback MCDOT request based on increase in lighting pole damages.

\$25,000 – Website Redesign

Compliance with procurement and county contracting policy requires we issue a new solicitation for web hosting. This will be an increase our yearly maintenance fees.

Wheaton Urban District Advisory
members with CE [@marc.elrich](#)
and CM [@natalifanigonzalez](#)

